

## ABSTRACT OF THE DISCLOSURE

A wireless tag 1 carried by a user sends a user ID stored in an internal memory to a terminal 21 with wireless signals.

5 The terminal 21 sends the user ID from the wireless tag 1 to a messaging server 3. The messaging server 3 relates the user ID with the content (acquired from a content server 4) desired by the user of the user ID, stores them and delivers to the terminal 21 the content corresponding to the user ID from the terminal 21. The terminal 21 outputs the delivered contents to a display unit and so on. The wireless tag 1 moves depending on the movement of the user, the user ID is sent to the messaging server 3 from a terminal 2i where the user has moved, and the content is delivered to the terminal 2i. In this way, the user 15 can receive the delivery of the content with the terminal where the user has moved.